

MINUTES OF THE SWEET 16® TASK FORCE COMMITTEE NOVEMBER 12, 2002

Commissioner Brigid L. DeVries convened the second meeting of the Sweet 16® Task Force on Tuesday, November 12, 2002 at 10:00 a.m. All Committee members were present except Michael Ashurst, Mike Bankemper and Richie Farmer. Also present were Assistant Commissioners Larry Boucher, Julian Tackett and Roland Williams, Director of Promotions and Media Relations Butch Cope, Fundraising Consultant Ken Tippett and Office Manager Darlene Koszenski. KHSAA Board of Control President Eddie Saylor and Kentucky Department of Education liaison, Michael Dailey, were also in attendance.

Ms. DeVries welcomed everyone to the meeting and re-introduced the Task Force Members, Board of Control Members and Staff. Before the meeting each Task Force member was mailed a packet with support information on most of the agenda items to be discussed. One item was distributed at the meeting.

Assistant Commissioner Larry Boucher presented the Committee with copies of minutes from a previous Sweet 16® Promotions and Marketing Committee formed by Louis Stout. Mr. Boucher recapped the previous Committee actions and recommendations for the Task Force.

Promotions and Media Relations Director Butch Cope discussed recent corporate partner meetings held in Lexington and Louisville, trying to secure a title sponsor for the boys' tournament. Houchens Industries is the title sponsor for the girls' tournament. Details of the Houchens' agreement were reviewed.

Fundraising Consultant Ken Tippett discussed championship pre-game and other existing sponsors.

Assistant Commissioner Roland Williams then discussed the format of the All "A" Classic Tournament and other details provided by the tournament organizers.

Mr. Cope then distributed and reviewed survey results from semi-finalist participants in the 2002 state tournaments.

After some discussion, it was the general consensus of the committee that the main items for review were: prices, service and food at Rupp Arena and the Radisson and Hyatt hotels; high cost of rooms at the Hyatt and Radisson and mandatory reservations. The Committee requested that breakfast food items be served at concession stands in Rupp Arena on Saturday morning.

Advantages and disadvantages to several time schedule alternatives were discussed by the Committee.

Representative Rocky Adkins requested the following recommendations be considered as a summary for the Committee:

- Change the time schedule by moving the early session ahead one hour, the evening sessions ahead one-half hour, and conduct both tournaments at the same local time (Bowling Green – central time; Lexington – eastern time). The Committee was agreeable to implementing the time change in 2003.

- Communicate dissatisfaction regarding the high prices of lodging and food to the Hyatt, Radisson and Rupp Arena;
- Adjust the half-time and pre-game activities on the Friday night schedule to make sure the second game starts on time;
- Work with the Coaches Association on date, time and length of extra events;
- Provide a “do’s and don’t list” for first-time coaches coming to the Sweet 16® Tournaments;
- Request that the KHSAA inquire about possible alterations to the current restrictive Kentucky Department of Education attendance policies.

Ms. DeVries summarized the meeting and reviewed the final recommendations suggested by committee members, to be presented at the next Board of Control meeting, scheduled for Tuesday, November 19, 2002 at 1:00 p.m. at the KHSAA office.

She thanked everyone for their time and effort, and complimented everyone on the streamlined process which allowed the Committee to arrive at their final recommendations.

There being no further business the meeting was adjourned at 12:15 p.m.